ShowBiz Pizza Time, Inc.



MARKETING HOTLINE



#4 April 2, 1986

YOUR NAF DOLLARS AT WORK

THREE NEW AD SLICKS

This packet includes copies of three new ad slicks for your use. These can be used in newspaper advertising, in-store coupons, bouncebacks, etc. Each of these is standard newspaper ad size and have space allowed for an expiration date and addresses. These ad slicks are:

1. "Eating Out Coupons"

   This is a black-and-white conversion of the Free Standing Insert. Each ad slick includes 5 recommended coupon copy blocks. These coupons are being used by the Company on the Free Standing Insert. To date, statistics show the "Family Pak, $12.89" coupon represents approximately 65% of the coupons redeemed.

   This ad is 3 columns by 10½".

2. "Meal Deal" Ad

   The second ad slick is the "Meal Deal" which includes suggested copy within the ad. You can also have your newspaper cut out this offer and pubset your own meal deal.

   This ad is 3 columns by 10½".

3. "Boings for the Buck"

   The third ad slick is a "token deal" with space for you to fill in the number of tokens you are offering for a dollar. The company used this ad during the first quarter, but the results have been mixed.

   This ad is 2 columns by 3½".

4441 W. Airport Frwy. • Irving, TX 75062 • (214) 258-8507

A Subsidiary of Brock Hotel Corporation

ShowBiz Pizza Time, Inc.



MARKETING HOTLINE



#6 April 16, 1986

CLIP ART/GRAPHICS

Enclosed are two sets of clip art/graphics which were printed by the NAF. These items will be useful in production of your local marketing materials.

ShowBiz franchisees will find several Chuck E. Cheese graphics in their packets. These can be cut and pasted easily to change Chuck E. Cheese to Billy Bob, as shown below.

The loose graphics enclosed are materials we have in the Marketing Department which we thought you might use.

Billy Bob

4441 W. Airport Frwy. • Irving, TX 75062 • (214) 258-8507

A Subsidiary of Brock Hotel Corporation

SPT, INC. MARKETING HOTLINE

(Issue #4 April 2, 1986 & Issue #6 - April 16, 1986)

Date of Origin: 1986
Archived: 8-12-20
Submission by Sptweb
Version 1.0

